

## Postgraduate-led Initiatives Marketing and Promotion Guidelines

Students working in conjunction with the Graduate School should understand that promotion is a built-in component of the student-led initiative for which they are responsible. They should therefore:

- Plan, develop and disseminate any aspects of promotional activity.
- Ensure that the promotional content they create aligns with brand expectations (QUB or project brand);
- Ensure that any activity is carried out in line with the Graduate School's guidelines. If there are any doubts as to the use of promotion, you should raise these with the Postgraduate-led Initiatives Co-ordinator who will liaise with the Marketing Team.

### Submitting Your Application

- Before submitting your application, consider which brand you would like your promotional materials to align with (QUB or your unique project brand). If choosing your own unique brand, you should provide at least one example of a branded promotional asset with your application (e.g. social media graphic, poster or leaflet). This will then be passed on to the Graduate School's Marketing Team who will review it and where appropriate, provide advice and guidance.
- Consider whether or not you wish to set up any social media accounts specifically for your initiative, and if so, on which platforms? If you do wish to create accounts, you will be given guidance prior to doing so by the Graduate School's Marketing Team.

### Branding Benefits for Student-led Projects

- Student promotional activity should always adhere to a set of brand guidelines, this can be the Queen's brand, or an agreed project brand.
- If your project aims to align with Queen's branding, you should be aware of best practice around colour and logo usage. Information regarding this will be provided should your application be successful.

### Creating Your Own Brand

- Choose a small suite of colours as well as one main brand font. These should be used across your promotional assets to make your brand more recognisable.
- Try to maintain consistency with the images you use in your promotional materials.
- Students who create their own brand will be given a 'supported with funding by the Graduate School' logo. This logo should be used on **all** promotional materials.

### How We Can Support You

- The Graduate School can provide support for the promotion of student-led projects and activities where possible by sharing/retweeting/displaying (subject to capacity) student-generated promotional assets.
- The Graduate School's Marketing Team cannot create or schedule promotional items on behalf of students, however, it will facilitate soft promotion within the student Weekly Update (PGLI branch page).
- The Graduate School's Marketing Team will monitor the use of promotional collateral across the School to ensure it is displayed appropriately and effectively.

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